

NOVEMBER 2024

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412C1B/413C1B/414C1B

Time : Three hours

Maximum : 75 marks

PART A.— (10 × 1 = 10 marks)

Answer any TEN questions each in 50 words.

1. Define Digital Marketing.
2. Write a meaning of Internet.
3. Give the meaning of E-Commerce
4. What is meant by online marketing mix?
5. Show the positioning in digital marketing.
6. What is affiliate marketing?
7. Mention the meaning of Face book.
8. Any two importance of online consumer decision making process.
9. Write note on database marketing.
10. What is demystifying web analysis?
11. Mention of brand share dimensions.
12. Give the meaning of Mouth Marketing.

PART B — (5 × 5 = 25 marks)

Answer any FIVE questions each in 200 words.

13. State the transition from traditional to digital marketing.
14. What is IOT? State the role of IOT in digital marketing.
15. List out the consumer problems in online shopping.
16. Is a social media an viral marketing strength?
17. State the Benefit of Meta verse Marketing
18. Design the models of digital marketing
19. Develop the four dimensions of branding.
22. Explain in details the online Marketing Mix.
23. Determine the Merits and Demerits of digital media channels.
24. Interpret the Next generation in CRM
25. Discuss the Measurement metrics for Face book.

PART C — (4 × 10 = 40 marks)

Answer any FOUR questions each in 500 words.

20. Discuss about the challenges and opportunity for digital marketing.
21. Enumerate the benefits and challenges of digital marketing application.

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